

Marketing Automation

By Those Who Use It

Part IV

Lead Scoring To Manage The Marketing Funnel

Why Is Lead Scoring Essential?



Up to **two-thirds** of the buying cycle takes place before sales engagement.

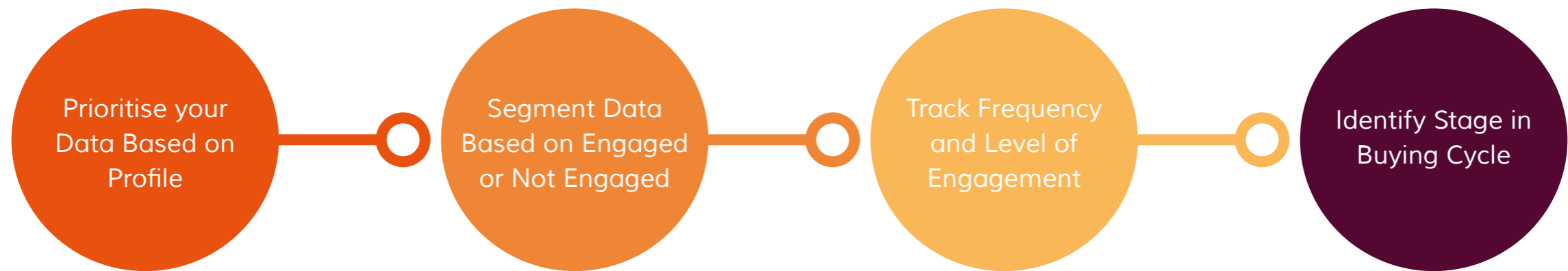


A **click** tells you who is engaged, but does not tell you to what extent.



We need a way to track potential buyers through the marketing **nurture** funnel.

How To Apply Lead & Behavioural Scoring



By utilising lead and behavioural scoring, your data is transformed from a list of names into a segmented marketing funnel enabling you to target activity to progress from initial engagement through to Marketing Qualified Lead (MQL).

Prioritising On Profile

INDUSTRY SECTOR

Are they in one of your target sectors where you have a greater chance of winning?

SENIORITY

Is this person senior in the organisation and are they the budget holder or budget maker? Using job title keywords you can give higher scores to those more relevant.

PREVIOUS ENGAGEMENT

Are they a customer, or part of a group that you have done business with? This will increase your chance of winning.

LOCATION

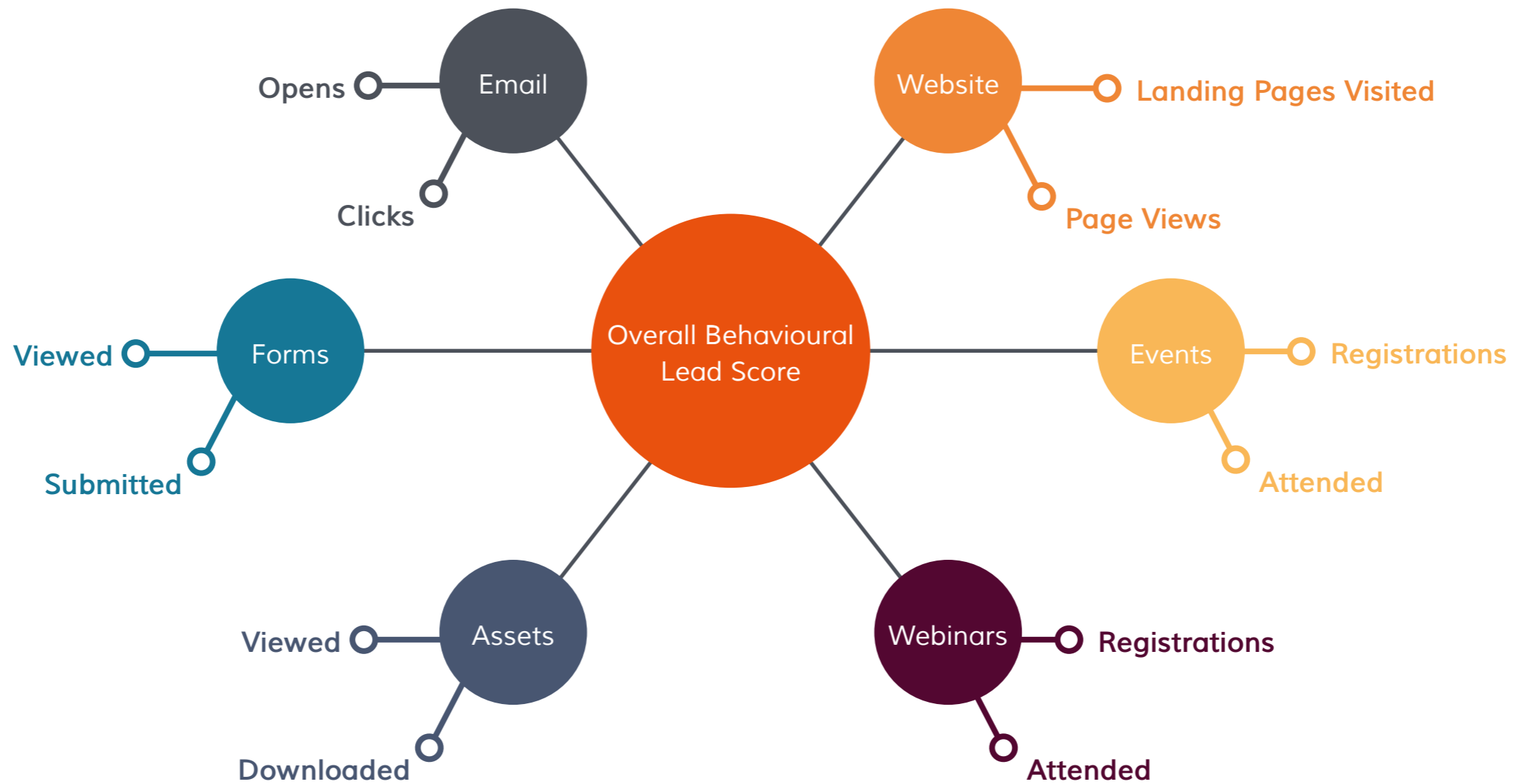
Are they based in a geography that you serve – is there a geographic advantage?

30%

Of Lead Score Should
Be Focused On
Individual Profile

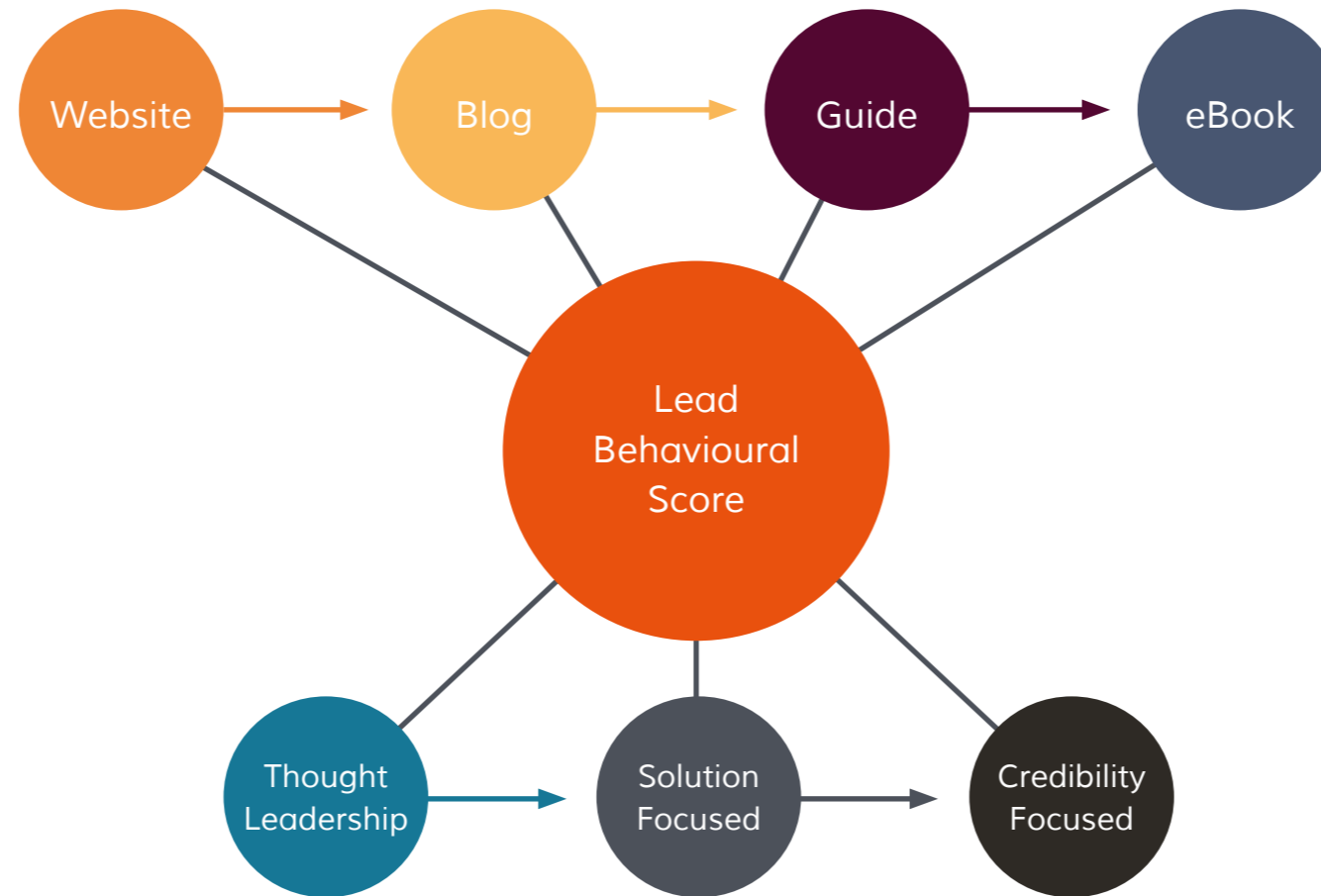
These are some of the rules we apply to weight lead scores based on each contact's profile and how this positively impacts your likelihood of selling to them.

Activity Scoring



The score can be applied to a particular time window to keep it relevant i.e. 1 month, 3 months, 6 months, 1 year, depending on the average length of your sector's 'buying cycle'.

Identifying The Buying Cycle



Someone engaging with an eBook is likely to be more interested than someone engaging with an Infographic. Someone reading a pricing web page and a case study is more likely to be farther along their buying cycle than someone reading a thought leadership piece. By weighting lead scores accordingly you progress prospects through the funnel at the right pace.

Why Lead Scoring Is Essential



Measurable Marketing Impact

By tracking the impact of every activity on the progression of leads through the marketing funnel.



Significantly Improved Targeting

With the ability to align messaging and content to the individual at their point in the buying cycle.



450% Increase In Qualified Leads

Is a figure quoted as the impact of Marketing Automation. We see a minimum 2X improvement but more often closer to a 4X.